

**CLAIMS:**

1. A method of notifying a client of a status of an electronic auction, comprising the steps of:

5 receiving a notification preference, the notification preference identifying when to notify the client of a status of the electronic auction;

matching the notification preference to a current status of the electronic auction; and

10 transmitting a notification to the client based on the matching of the notification preference to the current status of the electronic auction.

2. The method of claim 1, further comprising:

15 displaying a selectable presentation of at least one notification criteria, the notification criteria identifying a plurality of auction sequences and a method in which to deliver the notification.

20 3. The method of claim 2, further comprising:

displaying a selectable presentation of at least one notification transmission method.

4. The method of claim 3, wherein the notification transmission method is at least one of electronic mail, a telephone, a facsimile and a pager.

5. The method of claim 1, wherein the notification preference is at least one of a minimum bid notification, a no bid notification, a bidding close notification, an outbid notification and a winning bid notification.

6. The method of claim 1, further comprising:

receiving a notification preference, the notification preference identifying at least one auction item;  
matching the notification preference to a current status of the auction of the at least one item; and  
5 transmitting a notification to a subscriber based on the matching of the notification preference to a current status of the auction of the item.

7. The method of claim 1, wherein the notification preference  
10 comprises default notification parameters.

8. The method of claim 1, wherein the subscriber is an interested party.

15 9. The method of claim 1, wherein the subscriber is at least one of a buyer and a seller in the auction.

10. A system having means for notifying a client of a status of an electronic auction, comprising:

20 receiving means for receiving a notification preference, the notification preference identifying when to notify the client of a status of the electronic auction;

matching means for matching the notification preference to a current status of the electronic auction; and

25 transmitting means for transmitting a notification to the client based on the matching of the notification preference to the current status of the electronic auction.

11. The system of claim 10, further comprising:

30 displaying means for displaying a selectable presentation of at least one notification criteria, the notification criteria identifying a plurality of auction sequences and a method in which to deliver the notification.

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12. The system of claim 11, further comprising:

displaying means for displaying a selectable presentation of at least one notification transmission method.

5 13. The system of claim 12, wherein the notification transmission method is at least one of electronic mail, a telephone, a facsimile and a pager.

14. The system of claim 10, wherein the notification preference 10 is at least one of a minimum bid notification, a no bid notification, a bidding close notification, an outbid notification and a winning bid notification.

15. The system of claim 10, further comprising:

15 receiving means for receiving a notification preference, the notification preference identifying at least one auction item; matching means for matching the notification preference to a current status of the auction of the at least one item; and transmitting means for transmitting a notification to a 20 subscriber based on the matching of the notification preference to a current status of the auction of the item.

16. The system of claim 10, wherein the notification preference comprises default notification parameters.

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17. The system of claim 10, wherein the subscriber is an interested party.

18. The system of claim 10, wherein the subscriber is at least 30 one of a buyer and a seller in the auction.

19. A computer program on a computer usable medium having computer readable program code for notifying a client of a status of an electronic auction, comprising:

first instructions receiving a notification preference, the notification preference identifying when to notify the client of a status of the electronic auction;

5 second instructions for matching the notification preference to a current status of the electronic auction; and

third instructions for transmitting a notification to the client based on the matching of the notification preference to the current status of the electronic auction. .

10 20. The computer program of claim 19, further comprising:

fourth instructions for displaying a selectable presentation of at least one notification criteria, the notification criteria identifying a plurality of auction sequences and a method in which to deliver the notification.

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21. The computer program of claim 20, further comprising:

fifth instructions for displaying a selectable presentation of at least one notification transmission method.

20 22. The computer program of claim 21, wherein the notification fifth instruction further include instructions for the transmission method to be at least one of electronic mail, a telephone, a facsimile and a pager.

25 23. The computer program of claim 19, wherein the first instructions further include instructions for the notification preference to be at least one of a minimum bid notification, a no bid notification, a bidding close notification, an outbid notification and a winning bid notification.

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24. The computer program of claim 19, further comprising:

sixth instructions for receiving a notification preference, the notification preference identifying at least one auction item;

seventh instructions for matching the notification preference to a current status of the auction of the at least one item; and

5 eighth instructions for transmitting a notification a subscriber based on the matching of the notification preference to a current status of the auction of the item.

25. The computer program of claim 19, wherein the first instructions further include instructions for the notification 10 preference to comprise default notification parameters.

26. The computer program of claim 19, wherein the subscriber is an interested party.

15 27. The computer program of claim 19, wherein the subscriber is at least one of a buyer and a seller.

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